"important"
"unusual"
"provocative" *The coming year may well be a major year in motion picture production.*

Announced for presentation are many important, unusual and provocative films.

On Wednesday, Columbia Pictures will present the World Premiere of the first of these films.

From the makers of "To Kill A Mockingbird" and "Love With The Proper Stranger"... "BABY THE RAIN MUST FALL"

Remember the words "important"..."unusual"... "provocative."

You will well remember the picture.

COLUMBIA PICTURES presents

STEVE M'QUEEN
LEE REMICK
DON MURRAY

in PAKULA-MULLIGAN'S PRODUCTION OF

Baby the rain must fall

Screenplay by HORTON FOOTE • Based on his play "The Traveling Lady" • Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN • Hear original Soundtrack on Ava Records

Illustrated above is Ad No. 407—592 Lines (including imprint space)—4 Cols. x 10½ Inches
The ad mat will carry copy which makes it suitable for local use.

COLUMBIA PRESSBOOK

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PB#19/2

Colpix Records To Audition Tapes Of Talent Winners In Folk Song Contests!

A "New Talent Hunt"—worked onstage, on radio or on television—can give your engagement of "Baby the Rain Must Fall" a tremendous send-off, especially amongst the teenagers of the community, the youngsters who have made the hootenany so popular and folk-singing a major entertainment form.

A tape of the winners, singing or playing "Baby the Rain Must Fall," should be made and sent to Colpix Records, which is always on the lookout for new recording talent. The tapes will be auditioned, and evaluated; they cannot be returned.

In "Baby the Rain Must Fall," Steve McQueen plays a guitar-strumming writer and singer of songs in the East Texas idiom, songs like the title tune, "Shine on Me" and "Treat Me Right." Too, he hopes—in the film—that he will some day be able to escape from his sleazy roadhouse environment, to financial success and fame as a composer in Hollywood or New York.

Your "New Talent Hunt" should, therefore, be a search for both entertainers and composers, with locally-promoted prizes. Preliminary contest judging might take place at your theatre, at various dances or other affairs, over the radio and on television. Finals, of course, should be held onstage, opening night, with radio and television coverage. Disc jockeys and teenage television personalities might act as judges, or judging might be by audience applause.

If sufficient worthwhile prizes are promoted, contestants might be divided up in groups: soloists, boys and girls; duos, trios, combos, etc. Contestants should be encouraged to sing or play whatever folk song music they prefer; if possible, their own original compositions.

HOWEVER, COLPIX RECORDS WILL ONLY AUDITION TAPES OF YOUR WINNERS SINGING OR PLAYING "BABY THE RAIN MUST FALL."

Theatre manager should send the "Baby the Rain Must Fall" tapes of his "New Talent Hunt" winners direct to:

Merchandising Department, Columbia Pictures Corp.
711 5th Avenue, New York, New York 10022
Tapes will be forwarded to the Colpix Records Auditioning Committee.

Include with the winners' tapes the following information:

- Names, addresses and ages of the winners
- Photographs of the winners
- Name of theatre and playdate of the film
- Theatre manager's name and address

Tapes must be mailed to the address above, before May 31, 1965.

STEREO
AS-53-ST
MUSIC FROM THE MOTION PICTURE
BABY THE RAIN MUST FALL
A PAKULA-MULLIGAN PRODUCTION STARRING
STEVE McQUEEN • LEE REMICK • DON MURRAY
A COLUMBIA PICTURES RELEASE
MUSIC COMPOSED AND CONDUCTED BY
ELMER BERNSTEIN
THE WE THREE TRIO SING: BABY THE RAIN MUST FALL · SHINE ON ME · TREAT ME RIGHT

The Music

Ava Records is releasing an album of music from "Baby the Rain Must Fall," including the title tune and two others: "Shine On Me" and "Treat Me Right." Sung by the We Three Trio, the album will be publicized extensively via point-of-sale material, disc jockey plays, trade advertising, etc. Get in touch NOW with your Ava distributor for mutually-beneficial promotion activity.

In addition to the Ava album, and an Ava single of the We Three Trio singing the title tune, a number of other singles are under discussion at this writing. Local music dealers will know what's up-to-the-minute here, as will disc jockeys.

NOW!
AN EXCITING NEW SCORE
COMPOSED AND CONDUCTED BY
ELMER BERNSTEIN
FROM THE PAKULA-MULLIGAN PRODUCTION
Baby the rain must fall
STEVE McQUEEN · LEE REMICK · DON MURRAY
A COLUMBIA PICTURES RELEASE
BABY THE RAIN MUST FALL
ELMER BERNSTEIN
"BABY THE RAIN MUST FALL"
ALSO AVAILABLE ON A
45 rpm SINGLE No. C180

10" x 18" Window Streamer

In two colors, with space for theatre imprint! Distributed to record outlets across the country by Ava Records, with copies available from Merchandising Department, Columbia Pictures Corp., in limited quantities as long as the supply lasts.

Stage a Hootenany

Contest or no contest, what better place to hold a hootenany than in your own theatre, keyed to the manner in which Steve McQueen and his combo hold forth in "Baby the Rain Must Fall"? Go after audience participation—either dancing, or singing, or both—inspired by whatever folk singers you involve in your promotion. If possible, of course, arrange for your hootenany to be sponsored by local civic organization, college or other organization (as a benefit, perhaps) with publicity virtually guaranteed!

Street Ballyhoo

On the sunniest days preceding your engagement of "Baby the Rain Must Fall," send out your prettiest girls, carrying opened umbrellas on which has been lettered the film title. Signs on the girls' backs give star and playdate credits. Girls, with their opened umbrellas, might also visit newspaper offices and television studios with your invitations to the film, with the Ava discs and other promotion material.

The Stars

One of the most important boxoffice personalities on the screen today, Steve McQueen rates special attention in promoting "Baby the Rain Must Fall." However, the following suggestions may also be adapted for exploitation around McQueen's co-stars, Lee Remick and/or Don Murray:

- Plant star stills with credits all over town.
- Set up a look-alike contest, worked either onstage or via snapshots in your lobby.
- In "Baby the Rain Must Fall," Steve McQueen plays a Texas roadhouse folk singer; in "The War Lover," he was a World War II bomber pilot; in "The Great Escape," an American prisoner in a German concentration camp. Conduct a contest, via newspapers or TV, naming the most Steve McQueen pictures and his roles in them.
- Letter writing contest: "Why I want to See Steve McQueen in 'Baby the Rain Must Fall'."

Music Stills

A number of stills are available for music promotions, and for publicizing the "New Talent Hunt" described elsewhere in this pressbook. Still Nos. R213 and R250 show Steve McQueen and his guitar with Lee Remick and six-year-old Kimberly Block. Other stills, showing McQueen in action as a roadhouse entertainer, are Nos. R1759, R1818, R1839 and R1928. Obtain, and use, 'em all—in publicity, in music store windows, atop juke boxes and for guitar tie-ups. No real or implied endorsements, please.

Sheet Music

Colgems Music, Inc., 711 5th Avenue, New York, N. Y. 10022, is publishing "Baby the Rain Must Fall" in sheet form. Make sure copies reach the various singers and instrumentalists in your community, for performance in nite spots, on radio and television, etc., with credits. Too, the sheet music helps displays, and it may be used with the New Talent Hunt described above.
supplement music store window and counter

Three In a Row

"Baby the Rain Must Fall" marks the third film hit in a row from the movie-making team of Alan J. Pakula, producer, and Robert Mulligan, director. Their first together was "To Kill a Mocking Bird," which was nominated for eight Academy Awards and won three; their second was "Love With the Proper Stranger." Capitalize on the box-office appeal shown by Pakula-Mulligan with displays using stills from their early pictures (available at National Screen), plus poster art and blow-ups from "Baby the Rain Must Fall," Caption it "Three Hits in a Row!"

The Title

"Baby the Rain Must Fall" is a title that permits a certain amount of local store promotion . . . of rainwear, especially! Stores use rainwear merchandise already in stock — rain coats, rain hats, umbrellas, storm boots, etc. Go after window and in-store displays, mailing inserts, co-op newspaper advertising and whatever else may be promoted . . . including store's radio and television spots! In addition, a "Rain Must Fall" fashion show might be staged on television or in theatre, with appropriate women's page and television coverage.

Tie-Up Stills

Stills of Lee Remick useful for fashion and beauty windows are Nos. R2200, R2267 and R2268. Men's wear stills of Don Murray are Still Nos. R2214 and R2236. Remember, please, there can be no real or implied endorsements with these or other stills available in the regular exchange sets.

SP325
50c
Baby the Rain Must Fall
BY HORTON FOOTE
A story both fierce and tender, now a great motion picture starring Steve McQueen, Lee Remick and Don Murray from the producers of TO KILL A MOCKINGBIRD
A SIMMERING TEXAS TOWN... A STRONG AND VIOLENT MAN... A WOMAN ENDURING AS THE EARTH...
Everyone in the small Texas town knew Henry Thomas. The men knew his wild music—and his violence. The women knew his easy love...
But none knew the secret forces which drove him—nor could they understand Georgette—a woman who would do anything he asked, follow him anywhere he went—no matter how far...
NOW A BRILLIANT NEW MOVIE
Columbia Pictures Presents
STEVE McQUEEN • LEE REMICK • DON MURRAY
In BABY THE RAIN MUST FALL
A Pakula-Mulligan Production • Written by Horton Foote
Produced by Alan J. Pakula • Directed by Robert Mulligan
ANTEE—If this book does not give you full reading satisfac-
ail it back to Popular Library, Inc., 355 Lexington Avenue,
rk 17, N.Y., to receive a complete refund of your money.
PULAR LIBRARY

Use the Book!

A novelization of "Baby the Rain Must Fall," penned by Horton Foote from his own screenplay and published in paperback by Popular Library, is available wherever books are sold. Popular Library is advising its distributors across the country of the film, and suggesting they work closely with local showmen. Special point-of-sale material has been prepared and distributed; limited quantities are available to exhibitors as long as the supply lasts. For your "Read-the-Book-See-the-Movie" display material, write direct to: Merchandising Department, Columbia Pictures Corp., 711 5th Ave., New York, N. Y. 10022.

Two-Color 10" x 18" Streamer

Distributed to book outlets across the country by Popular Library, and available in limited quantities, as long as the supply lasts from Columbia Pictures' Merchandising Dept. Note space for theatre imprint!

SOMEHOW HE ALWAYS MADE TROUBLE... SOMEHOW THE GIRL WAS ALWAYS THERE!
READ THE BOOK! SEE THE MOVIE!
Baby the rain must fall
STEVE McQUEEN · LEE REMICK · DON MURRAY
A PAKULA-MULLIGAN PRODUCTION
A COLUMBIA PICTURES RELEASE
Baby, the Rain Must Fall
A POPULAR LIBRARY BOOK ON SALE HERE 50c

The more he gets into trouble the more he gets under her skin!
COLUMBIA PICTURES presents STEVE McQUEEN
LEE REMICK
DON MURRAY
PAKULA-MULLIGAN'S Production of
baby the rain must fall
...from the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"
Screenplay by HORTON FOOTE
Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN

6 SHEET

COLUMBIA PICTURES presents
STEVE McQUEEN
LEE REMICK
DON MURRAY
...as sure as love must follow trouble...
PAKULA MULLIGAN'S Production of
baby the rain must fall
A Love Story Of A Born Loser From The Makers Of "Love With The Proper Stranger" and "To Kill A Mockingbird"
Screenplay by HORTON FOOTE
Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN

3 SHEET

1 SHEET

ACCESSORIES

- SIX SHEET
- THREE SHEET
- ONE SHEET
- INSERT CARD
- 22 x 28
- SLIDE
- EIGHT 11 x 14's
- TRAILER
- UTILITY MAT
- 40 x 60, 24 x 60 24 x 82
- STILL SETS
- CUTOUT STANDEE

Order From National Screen Service

SELLING AIDS

TV TRAILERS

Attention-getting spots for different TV time slots, with space for local announcer to add theatre and playdate information. Each has a final frame for super-imposed visual credits, if desired. Order from your Columbia exchange.

TEASER TRAILER

For use well in advance of regular National Screen trailer, and for cross-plugging. Order teaser trailer from your Columbia exchange.

TRANSCRIPTIONS

Radio spot announcements, all open end for local commentator to add theatre credits. Order from your Columbia exchange.

PHOTO STORY

Story of film in stills and captions. Sent with your credits direct to cooperating newspaper or TV program. Order from: Columbia Pictures Publicity Dept., 711 Fifth Avenue, New York, N. Y. 10022.

DISPLAYS

9' x 12' Flag: single face: $75; double face, $120. Badge: 40c; $1.65 per running foot; minimum length, 10 feet. 12-pennant string, assorted fluorescent colors, 30' long, $3.50 per string. Bumper strip: $1.00 each, minimum order 15. Order from National Flag Co., 43 W. 21st St., New York, N. Y. 10010.

TELOPS

Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York, N. Y. 10036.

COLUMBIA PICTURES presents

STEVE M'QUEEN · LEE REMICK · DON MURRAY

...in the love story of a born loser!

in PAKULA-MULLIGAN'S PRODUCTION OF

Baby the rain must fall

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN

Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN

Hear original Soundtrack on Ava Records

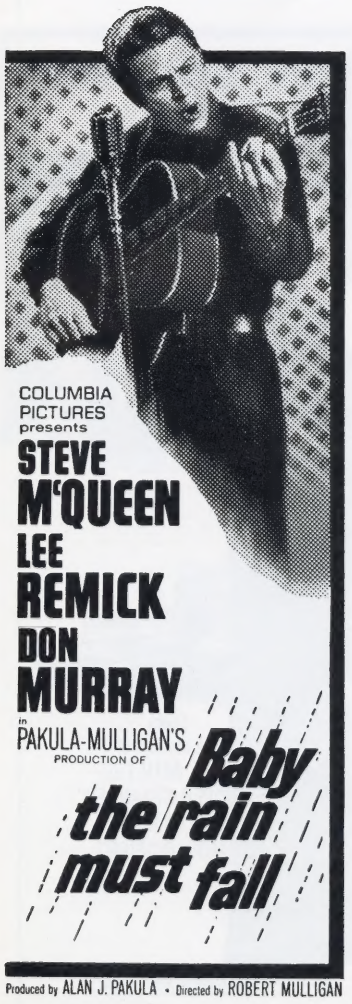
Ad No. 402—692 Lines—4 Cols. x 12 3/8 Inches

All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York 36, N. Y.

WHAT IS HE GOING TO DO TO HER NOW?
COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
Screenplay by HORTON FOOTE
Based on his play, "The Traveling Lady"
Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA
Directed by ROBERT MULLIGAN
Hear original Soundtrack on Ava Records
Somehow he always makes trouble... somehow she's always there!
From the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"

Ad No. 504—630 Lines—5 Cols. x 9 Inches


COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN

Ad No. 103—77 Lines
1 Col. x 5½ Inches

Ad No. 301—294 Lines
(including imprint space)
3 Cols. x 7 Inches

DON'T CALL HIM NO-DAMN-GOOD...
NOT IN FRONT OF HER!
COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
From the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"
Screenplay by HORTON FOOTE • Based on his play, "The Traveling Lady" • Music by ELMER BERNSTEIN • Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN •
Hear original Soundtrack on Ava Records

From the makers of **"LOVE WITH THE PROPER STRANGER"** and **"TO KILL A MOCKINGBIRD"**

COLUMBIA PICTURES presents

STEVE M'QUEEN
LEE REMICK
DON MURRAY

in PAKULA-MULLIGAN'S PRODUCTION OF

Baby the rain must fall

Screenplay by HORTON FOOTE Based on his play, "The Traveling Lady" • Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN • Hear original Soundtrack on Ava Records

Ad No. 403—528 Lines (including imprint space)—4 Cols. x 9½ Inches

Ad No. 404—328 Lines
4 Cols. x 5⅞ Inches

DON'T CALL HIM NO-DAMN-GOOD...*NOT IN FRONT OF HER!*

COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
From the makers of "LOVE WITH THE PROPER STRANGER" and "TO KILL A MOCKINGBIRD"

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN · Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Hear original Soundtrack on Ava Records

COLUMBIA PICTURES presents
STEVE McQUEEN · LEE REMICK · DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
The love story of a born loser... from the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"
DON'T CALL HIM NO-DAMN-GOOD...NOT IN FRONT OF HER!
Screenplay by HORTON FOOTE Based on his play, "The Traveling Lady" • Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN
Hear original Soundtrack on Ava Records

Ad No. 503—410 Lines—5 Cols. x 5⅞ Inches

Also Available as Ad No. 405—264 Lines—4 Cols. x 4⅝ Inches

Ad No. 401—404 Lines—4 Cols. x 7⅛ Inches

COLUMBIA PICTURES presents
STEVE M'QUEEN · LEE REMICK · DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
The love story of a born loser ... from the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"
The more he gets into trouble the more he gets under her skin!
Screenplay by HORTON FOOTE
Based on his play, "The Traveling Lady"
Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA
Directed by ROBERT MULLIGAN
Hear original Soundtrack on Ava Records

Ad No. 502—405 Lines—5 Cols. x 5¾ Inches

Also Available as Ad No. 406—260 Lines—4 Cols. x 4½ Inches

From the makers of "LOVE WITH THE PROPER STRANGER" and "TO KILL A MOCKINGBIRD"
THE LOVE STORY OF A BORN LOSER!
baby... the rain must fall...
baby the wind must blow...
wherever my heart leads me
baby I must go...
COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
Screenplay by HORTON FOOTE • Based on his play, "The Traveling Lady" • Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA • Directed by ROBERT MULLIGAN • Hear original Soundtrack on Ava Records

Ad No. 303—294 Lines—3 Cols. x 7 Inches

Ad No. 104—55 Lines
1 Col. x 4 Inches

Ad No. 102—14 Lines
1 Col. x 1 Inch

DON'T CALL HIM NO-DAMN-GOOD...*NOT IN FRONT OF HER!*

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN · Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Hear original Soundtrack on Ava Records

Ad No. 501—520 Lines—5 Cols. x 7 3/8 Inches

DON'T CALL HIM NO-DAMN-GOOD
...NOT IN FRONT OF HER!

COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
From the makers of "Love With The Proper Stranger and "To Kill A Mockingbird

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Hear original Soundtrack on Ava Records

Ad No. 203—150 Lines—2 Cols. x 5 3/8 Inches

The more he gets into trouble the more he gets under her skin!

COLUMBIA PICTURES presents
STEVE M'QUEEN
LEE REMICK
DON MURRAY
in PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
...from the makers of "Love With The Proper Stranger" and "To Kill A Mockingbird"

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Hear original Soundtrack on Ava Records

Ad No. 202—202 Lines—2 Cols. x 7 1/4 Inches

COLUMBIA PICTURES presents

STEVE M'QUEEN · LEE REMICK · DON MURRAY

...in the love story of a born loser!

in PAKULA-MULLIGAN'S PRODUCTION OF

Baby the rain must fall

Screenplay by HORTON FOOTE · Based on his play, "The Traveling Lady" · Music by ELMER BERNSTEIN
Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Hear original Soundtrack on Ava Records

Ad No. 302—387 Lines—3 Cols. x 9¼ Inches

Utility Mat No. 1

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 201
- Ad No. 203
- Publicity 1D
- Publicity 2B

Ad No. 101—28 Lines
1 Col. x 2 Inches

COLUMBIA PICTURES presents
STEVE M'QUEEN · LEE REMICK · DON MURRAY
PAKULA-MULLIGAN'S PRODUCTION OF
Baby the rain must fall
THE LOVE STORY OF A BORN LOSER...
SCREENPLAY BY HORTON FOOTE · BASED ON HIS PLAY THE TRAVELING LADY · MUSIC BY ELMER BERNSTEIN · PRODUCED BY ALAN J. PAKULA · DIRECTED BY ROBERT MULLIGAN
Hear original Soundtrack on Ava Records

Ad No. 201—96 Lines—2 Cols. x 3⅜ Inches

OFFICIAL BILLING

COLUMBIA PICTURES — 25%

presents

STEVE McQUEEN — LEE REMICK — DON MURRAY — 100%

in

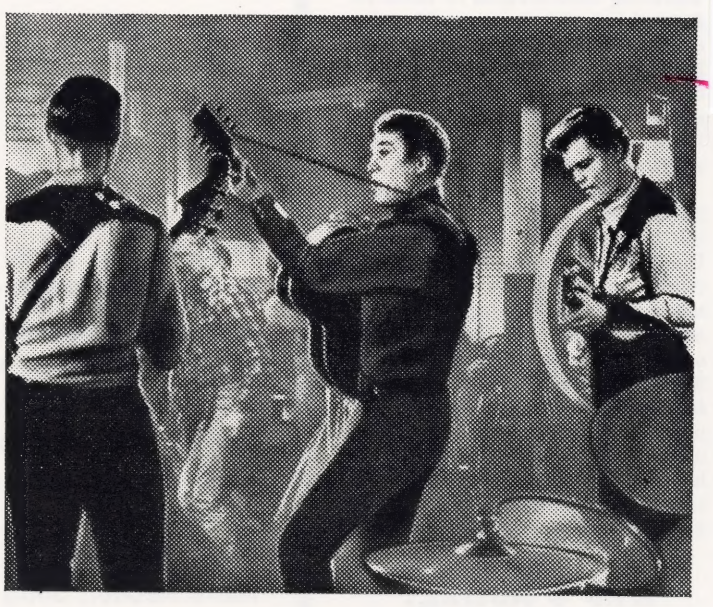
PAKULA-MULLIGAN'S PRODUCTION OF — 50%

BABY THE RAIN MUST FALL — 100%

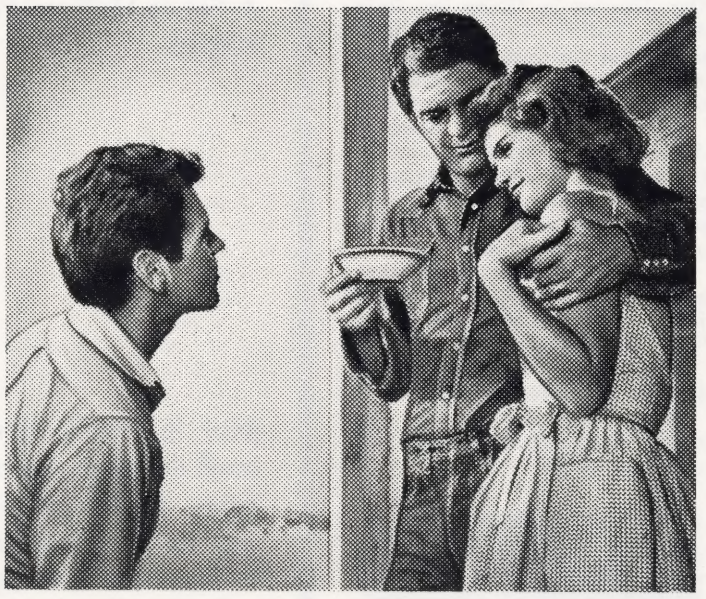
Screenplay by HORTON FOOTE — 25%
Based on his play, "The Traveling Lady" — 10%
Music by ELMER BERNSTEIN — 15%
Produced by ALAN J. PAKULA — 25%
Directed by ROBERT MULLIGAN — 25%

(Mat 2B; Still No. R574)—Steve McQueen's nightmares of his prison years are among the difficulties faced by Lee Remick in her efforts to keep their marriage alive. It's a scene from the new Columbia Pictures' drama, "Baby the Rain Must Fall," produced by Alan J. Pakula and directed by Robert Mulligan, the team that made "To Kill a Mocking Bird." Don Murray also stars in "Baby the Rain Must Fall."

(Mat 1B; Still No. R506)—Steve McQueen stars with Lee Remick and Don Murray in the new Columbia Pictures drama, "Baby the Rain Must Fall," produced by Alan J. Pakula and directed by Robert Mulligan, the makers of "To Kill a Mocking Bird." Horton Foote wrote the screenplay.



(Mat 2D; Still No. R772) — In "Baby the Rain Must Fall," Pakula-Mulligan production for Columbia Pictures release, Steve McQueen is happiest only when he is playing and singing with his combo, in sleazy Texas roadhouses, while waiting for his big chance to come. Lee Remick as his wife, and Don Murray as a soft-spoken deputy sheriff, also are starred in "Baby the Rain Must Fall."



(Mat 2A; Still No. R440)—Steve McQueen and Lee Remick, as husband and wife in the Pakula-Mulligan production of "Baby the Rain Must Fall," discuss their reconciliation with Don Murray. The three are starred in the new Columbia Pictures release, which was written by Horton Foote, based on his own Broadway stage play. Alan J. Pakula produced and Robert Mulligan directed the drama.

(Mat 2C; Still No. NY515)—Steve McQueen, left, and Don Murray wage a bitter battle in "Baby the Rain Must Fall," Pakula-Mulligan production also starring Lee Remick as McQueen's wife. McQueen plays a convict on parole whose disillusionment and feelings of futility lead him into outburst of violent rage; Murray, a soft-spoken deputy sheriff and his boyhood friend.

[illegible] then, too, he will do what he can to stay on parole; he is an ex-convict.

Miss Remick, as his wife and mother of his young daughter, wants to believe in their life together, and to help McQueen realize his dream, but she is unable to understand her husband or the bitter childhood which turned him into a rebel. All she can do is continue loving him.

Third of the star trio in "Baby the Rain Must Fall," Don Murray plays a soft-spoken sheriff's deputy, McQueen's childhood friend anxiously trying to keep the intractable singer pointed towards the future . . . and silently in love with the wife.

"Baby the Rain Must Fall" offers audiences not only a superb, meaningful drama but performances to match. The star trio, and the supporting players, all are perfectly cast.

Horton Foote wrote the screenplay for "Baby the Rain Must Fall," based on his own Broadway play, "The Traveling Lady." Elmer Bernstein wrote the music.

The Music Men

"Baby the Rain Must Fall" not only titles the Pakula-Mulligan production at the ..... Theatre, with Steve McQueen, Lee Remick and Don Murray starred, but it also is the name of the song McQueen sings in his role as a Texas roadhouse performer and composer. McQueen, in the film, takes credit for the tune, which perfectly expresses both the mood of the picture and the character he plays.

In actual fact, "Baby the Rain Must Fall"—the song—was written by Elmer Bernstein, an Academy Award nominee many times over, and Ernie Sheldon, folk singer and creater of folk material. McQueen himself was instructed in style of song delivery and how to twang a guitar by Billy Strange, a television headliner and composer of "Limbo Rock."

Kimberly Block

Kimberly Block is the name of a six year old girl from Houston, Texas. Little Miss Block appears at the ..... Theatre in the Pakula - Mulligan production, "Baby the Rain Must Fall," new Columbia Pictures release at the ..... Theatre. The film stars Steve McQueen, Lee Remick and Don Murray; Kimberly plays the daughter of McQueen and Miss Remick. A youngster with no prior acting experience, chosen from some 500 other little girls considered for the part, Kimberly celebrates her motion picture debut by "stealing" a number of scenes from her film parents.

Steve McQueen

One of Hollywood's foremost stars, Steve McQueen joins Lee Remick and Don Murray in "Baby the Rain Must Fall," the Columbia Pictures release now at the ..... Theatre. McQueen appears as an ill-starred, hot-tempered small town Texan who finds disillusionment as pay-off to his dreams of musical fame.

"Baby the Rain Must Fall" is McQueen's second assignment for producer Alan J. Pakula and director Robert Mulligan, the brilliantly creative motion picture team that achieved eight Academy Award nominations with their memorable "To Kill A Mocking Bird." His first was "Love With the Proper Stranger."

McQueen's introduction to show business came at the age of 17 when he joined a traveling carnival, which he quit in order to enlist in the Marine Corps. The turning point in McQueen's life occurred when a friend suggested he trying acting. He laughed at the idea, but drama coach Sanford Meisner convinced McQueen he had natural talent. McQueen's first role was in a Yiddish play in New York; he received $40 a week for one line of dialogue. While studying at the Neighborhood Playhouse, he earned money by driving a truck.

His first real acting assignment was in a summer stock production of "Peg O' My Heart," starring Margaret O'Brien. He then joined the Rochester Stock Company in "Member of the Wedding," starring Ethel Waters. This was followed by a national tour in "Time Out for Ginger," with Melvyn Douglas.

Hollywood beckoned and McQueen appeared in "Never Love A Stranger," "Beyond a Doubt" and "The St. Louis Bank Robbery," an episode of the "Trackdown" television series followed by his own series, "Wanted—Dead or Alive." Other of his films have been "The Horizontal Lieutenant," "The War Hero," "The Great Escape," "Soldier in the Rain," "Never So Few" and "The Magnificent Seven."

Advance Notice

Steve McQueen, Lee Remick and Don Murray are starred in the Pakula-Mulligan production, "Baby the Rain Must Fall," opening ..... at the..... Theatre. A Columbia Pictures release, the film was produced by Alan J. Pakula and director Robert Mulligan, makers of "To Kill a Mocking Bird," from the screenplay by Horton Foote based on his own Broadway play, "The Traveling Lady."

(Mat 1A; Still No. R2268)—Lee Remick stars with Steve McQueen and Don Murray in the Pakula - Mulligan production, "Baby the Rain Must Fall," a Columbia Pictures release. She plays a young wife and mother trying to maintain a marriage wrecked by her weakling husband's outbursts of temper.

broadway stage play.

Don Murray

His quiet excellence in performance has brought Don Murray many fine acting opportunities, the latest being the role of the soft-spoken young deputy sheriff in Pakula-Mulligan's production of "Baby the Rain Must Fall," the Columbia Pictures release which also stars Steve McQueen and Lee Remick at the ..... Theatre.

He is one of the few movie stars who was actually born in the film capitol, the son of Dennis Murray, then a dance director, and Ethel Cook, a former Ziegfield girl. At the age of nine months, Murray was taken to New York by his family, then, as now, involved in show business.

Following school in Long Island, Cleveland and Texas — moving across the country as his parents toured—Murray attended the American Academy of Dramatic Art in New York.

It was his performance in "The Skin of Our Teeth" that brought Murray to the attention of famed director Joshua Logan, stage director of "Bus Stop" who was, at that time, searching for a young actor of exceptional ability to co-star with Marilyn Monroe in the film version. Don was the 35th and final candidate tested. He was cast in the role and started on his way to film fame. His pictures include "Bus Stop," "Bachelor Party," "Advise and Consent," "The Hoodlum Priest" and "One Man's Way."

"Baby the Rain Must Fall," was produced by Alan J. Pakula and directed by Robert Mulligan.

Useful Research

In Hollywood, Mr. and Mrs. Steve McQueen are seldom seen in the entertainment spots at night. But, in the area of Wharton, Texas, where McQueen starred with Lee Remick and Don Murray in location scenes for "Baby the Rain Must Fall," Pakula-Mulligan production for Columbia Pictures release, at the ..... Theatre, the actor and his wife, accompanied by friends, were seen at all sorts of little bars, roadhouses and night clubs.

The reason for McQueen's dedicated attendance was to watch local stringed country-music bands in action. In "Baby the Rain Must Fall," McQueen is cast as a guitar-strumming singer with a small combo known as Henry Thomas and his Rockabillies.

And so, for research purposes only, McQueen scoured the Texas countryside listening and talking to the musical groups and getting hints on how to perform like a bona fide leader.

Lee Remick

Lovely Lee Remick plays a young wife and mother in "Baby the Rain Must Fall," the moving love story produced by Alan J. Pakula and directed by Robert Mulligan for Columbia Pictures release at the ..... Theatre. Steve McQueen and Don Murray also star as her hot-tempered, weakling husband out on parole, and as a soft-spoken sheriff's deputy, respectively.

Boston-born, Miss Remick never doubted what she wanted out of life. Part of this resolution certainly stemmed from the fact that her mother, Patricia Remick, had been a successful New York actress. Miss Remick enrolled at Barnard College but completed only the first semester; acting meant more to her than study.

Her first chance on Broadway came when she was just 16 in "Be Your Age." Then came summer stock and chances to sing and dance in such shows as "Annie Get Your Gun," "Oklahoma!" and "Show Boat" and she toured in "Jenny Kissed Me," "Paint Your Wagon" and "The Seven Year Itch." On television, Miss Remick became one of the "hottest" performers around, appearing in Studio One, Playhouse 90, Kraft Theatre, Armstrong Circle Theatre and Robert Montgomery Presents, among other top programs.

The particular appeal of Lee Remick to theatre and moviegoers is hard to assay.

What ever makes up Miss Remick's appeal, it has been seen to advantage in such other films as "The Wheeler-Dealers," "Wild River," "Sanctuary," "Experiment in Terror" and "The Running Man." "Days of Wine and Roses" won her an Academy Award nomination.

"Baby the Rain Must Fall" was produced by Alan J. Pakula and directed by Robert Mulligan," the team responsible for "To Kill a Mocking Bird."

World Watches

"A Shooting in Town," a documentary film sponsored by the University of Houston's Department of Communication Arts, has been contracted by the United States Information Agency's Motion Picture Service for worldwide distribution. The documentary was produced simultaneously with the Wharton, Texas, location shooting on "Baby the Rain Must Fall," Pakula - Mulligan production for Columbia Pictures release, starring Steve McQueen, Lee Remick and Don Murray at the ..... Theatre. It depicts the effect on a small American community by a Hollywood film troupe at work.

General Advance

Steve McQueen, Lee Remick and Don Murray, three of the screen's most spectacular young stars, are teamed in the new Pakula - Mulligan production, "Baby the Rain Must Fall," opening ..... at the ..... Theatre. And, like their stars, the team of producer Alan J. Pakula and Robert Mulligan may also be considered as spectacular; they made "Love With the Proper Stranger" and "To Kill a Mocking Bird." The latter film won eight Academy Award nominations, three Oscars, the former film provided movie-goers with a most intense and absorbing study of a woman in love.

A small town in Texas is the setting for "Baby the Rain Must Fall." The film itself, based on Horton Foote's screenplay from his original Broadway play, is said to be a compassionate, dramatic record of people and places the author obviously knows and understands. It is, clearly, a tale of real people—a hot-tempered weakling who dreams of fame as a musician; his young wife who desperately wants to believe in him and in their love for each other, and a soft-spoken deputy sheriff who knows that the footloose singer must inevitably destroy himself and his family.

McQueen plays the young husband whose life is wrapped up in the music he creates. Miss Remick is the wife, ineffectually trying to maintain a wrecked marriage and hoping that the man she loves, now that he is out on parole, and Don Murray plays McQueen's childhood friend, trying to keep him on the narrow path towards a safe future, ultimately forced to chauffeur his wife and daughter out of town when McQueen finally goes berserk and is returned to jail.

Who's Acting?

Six-year-old Kimberly Block, who makes her acting debut with Steve McQueen, Lee Remick and Don Murray in "Baby the Rain Must Fall," Pakula-Mulligan production for Columbia Pictures release at the ..... Theatre, thought it was all a lot of fun.

On a typical day, for instance, director Robert Mulligan was doing a scene in which Kimberly playfully chased her movie mother, Miss Remick, across an open field in a game of tag.

They had run some distance and the star was getting winded just as director Mulligan yelled "cut" and "okay."

Miss Block was not to be stopped, however.

"Come on," she called to the now-collapsed Miss Remick. "I'll race you back."

(Mat 1D; Still No. R378)—Steve McQueen and Lee Remick play weakling husband and forgiving wife in the new Pakula-Mulligan production, "Baby the Rain Must Fall," also starring Don Murray. The Columbia Pictures release was written by Horton Foote, based on his own Broadway stage play.

THE CAST

Georgette Thomas	Lee Remick
Henry Thomas	Steve McQueen
Slim	Don Murray
Judge Ewing	Paul Fix
Mrs. Ewing	Josephine Hutchinson
Miss Clara	Ruth White
Mr. Tillman	Charles Watts
Mrs. Tillman	Carol Veazie
Catherine	Estelle Hemsley
Margaret Rose	Kimberly Block
Mrs. T. V. Smith	Zamah Cunningham
Counterman	George Dunn

THE CREDITS

Produced by Alan J. Pakula; Directed by Robert Mulligan; Screenplay by Horton Foote, based on his play 'The Traveling Lady', produced by the Playwrights Company; Music by Elmer Bernstein; Director of Photography, Ernest Laszlo, A.S.C.; Art Director, Roland Anderson; Set Decorator, Frank Tuttle; Make-up Supervision, Ben Lane, S.M.A.; Technical Advisor, Billy Strange; Assistant to the Producer, Isabel M. Halliburton; Script Supervisor, Meta Rebner; Song Lyrics by Ernest Sheldon; Titles designed by Vance Jonson; Film Editor, Aaron Stell, A.C.E.; Assistant Director, Joseph E. Kenny; Sound Supervision, Charles J. Rice; Sound, Lambert Day. A Pakula-Mulligan Production; A Columbia Pictures Release.

THE STORY

(Not for Publication) Georgette Thomas and her small daughter, Margaret Rose, arrive in Columbus, Texas, to join husband-and-father Henry Thomas, who has been paroled from the penitentiary where he had been serving time for stabbing a man in a drunken brawl. Henry, his hopes pinned to a career as a song-writer, returns to his guitar-playing and singing in small, bawdy roadhouses. Georgette goes to work as a waitress. Slim, a quiet-spoken deputy sheriff, a young widower, is attracted to Georgette and the child; he does what he can to keep Henry in line but Henry's tantrums become increasingly more violent. After an outbreak which includes the desecration of a grave, that of the strong-willed woman who had been Henry's custodian when he was a youth, Slim is forced to club Henry into unconsciousness. Henry is returned to the penitentiary; Slim drives Georgette and Margaret Rose down the road, away from town. . . .

Running Time: 100 Minutes

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